



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
559870 /	07888631
<u>Product</u>	
Crossroads GPS	
<u>Contract Dates</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	12/11/786
<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	10/31/12 / 10/31/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WTKR	Jamie Andrus
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8433	12
<u>Product Code</u>	
	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
1	3	10/16/12	10/21/12	NewsChannel 3 News	5-6am		:30			NM	4 \$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1111--					4	\$780.00		
2	3	10/22/12	10/22/12	NewsChannel 3 News	5-6am		:30			NM	1 \$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	M-----					1	\$780.00		
3	3	10/16/12	10/21/12	Newschannel 3 News	6-7am		:30			NM	4 \$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1111--					4	\$1,010.00		
4	3	10/22/12	10/22/12	Newschannel 3 News	6-7am		:30			NM	1 \$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	M-----					1	\$1,010.00		
5	3	10/16/12	10/21/12	CBS This Morning	7-9a		:30			NM	4 \$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-TWTF--					4	\$340.00		
6	3	10/22/12	10/22/12	CBS This Morning	7-9a		:30			NM	1 \$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	M-----					1	\$340.00		
7	3	10/20/12	10/20/12	Early Show Saturday	9-11am		:30			NM	1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-----S-					1	\$250.00		
8	3	10/21/12	10/21/12	CBS Sunday Morning	9-1030am		:30			NM	1 \$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-----S					1	\$1,660.00		
9	3	10/21/12	10/21/12	Face the Nation	1030-11am		:30			NM	1 \$1,995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-----S					1	\$1,995.00		
10	3	10/16/12	10/21/12	Price Is Right	11am-12n		:30			NM	4 \$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-TWTF--					4	\$1,010.00		
E 11	3	10/22/12	10/22/12	Price Is Right	11am-12n		:30			NM	0 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/22/12	10/28/12	M-----					1	\$1,010.00		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 559870 /	Alt Order # 07888631	
Contract Dates 10/16/12 - 10/22/12	Product Crossroads GPS	Estimate # 12/11/786
Advertiser Crossroads GPS		Original Date / Revision 10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>							
	1	3	10/22/12-10/28/12	Price Is Right	11am-12n	M-----	:30		\$1,010.00	NM		
		<i>Credited</i>										
D	12	3	10/16/12	10/19/12	Newschannel 3 News	12n-1230pm		:30		NM	0	\$0.00
D	13	3	10/22/12	10/22/12	Newschannel 3 News	12n-1230pm		:30		NM	0	\$0.00
	14	3	10/16/12	10/21/12	Ellen Degeneres 3pm	3-4pm		:30		NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/15/12	10/21/12	-1111--	4							
	15	3	10/22/12	10/22/12	Ellen Degeneres 3pm	3-4pm		:30		NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/22/12	10/28/12	M-----	1							
	16	3	10/16/12	10/21/12	NewsCha 3 News First @ 4p	358-5pm		:30		NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/15/12	10/21/12	-1111--	4							
	17	3	10/22/12	10/22/12	NewsCha 3 News First @ 4p	358-5pm		:30		NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/22/12	10/28/12	M-----	1							
	18	3	10/16/12	10/21/12	Newschannel 3 News	5-530pm		:30		NM	4	\$3,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/15/12	10/21/12	-TWTF--	4							
	19	3	10/22/12	10/22/12	Newschannel 3 News	5-530pm		:30		NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/22/12	10/28/12	M-----	1							
	20	3	10/16/12	10/21/12	Newschannel 3 News	530-6pm		:30		NM	4	\$3,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/15/12	10/21/12	-TWTF--	4							
	21	3	10/22/12	10/22/12	Newschannel 3 News	530-6pm		:30		NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/22/12	10/28/12	M-----	1							
	22	3	10/16/12	10/21/12	Newschannel 3 News	6-630pm		:30		NM	4	\$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/15/12	10/21/12	-TWTF--	4							
	23	3	10/22/12	10/22/12	Newschannel 3 News	6-630pm		:30		NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/22/12	10/28/12	M-----	1							
	24	3	10/16/12	10/21/12	7-730pm	7-730pm		:30		NM	4	\$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/15/12	10/21/12	-1111--	4							
	25	3	10/22/12	10/22/12	7-730pm	7-730pm		:30		NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/22/12	10/28/12	M-----	1							
	26	3	10/16/12	10/21/12	M-F 730-8pm	730p-8pm		:30		NM	4	\$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/15/12	10/21/12	-TWTF--	4							
	27	3	10/22/12	10/22/12	M-F 730-8pm	730p-8pm		:30		NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
	Week:	10/22/12	10/28/12	M-----	1							
	28	3	10/16/12	10/21/12	Sunday Prime	7-8pm		:30		NM	1	\$4,705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							

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Contract Dates 10/16/12 - 10/22/12	Product Crossroads GPS
Advertiser Crossroads GPS	Original Date / Revision 10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S								
29	3	10/16/12	10/21/12	Late News (M-F)	11-1135p		:30			NM	4	\$8,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-1111--								
30	3	10/22/12	10/22/12	Late News (M-F)	11-1135p		:30			NM	1	\$2,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----								
31	3	10/20/12	10/20/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-								
32	3	10/21/12	10/21/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S								
33	3	10/16/12	10/21/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-1111--								
34	3	10/22/12	10/22/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----								
35	3	10/20/12	10/20/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-								
36	3	10/21/12	10/21/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S								
37	3	10/16/12	10/21/12	NCAA Football	Various		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-								
38	3	10/16/12	10/21/12	NFL Today	Various		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S								
39	3	10/16/12	10/21/12	NFL Football (Early)	1-5p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S								
40	3	10/20/12	10/20/12	730-8pm	730-8pm		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-								
41	3	10/20/12	10/20/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----S-								
42	3	10/22/12	10/22/12	CBS This Morning	7-9a		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	M-----								

Totals

78 \$84,915.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	78	\$84,915.00	\$72,177.75
Totals	78	\$84,915.00	\$72,177.75

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